STEVE SEXTON
DIRECTOR, MARKETING
415-526-3020

(PACIFIC RACING ASSOC.)
GOLDEN GATE FIELDS (T)
P.O. BOX 27
ALBANY, CA 94706

PROGRAM AD (B/C)

SEASON: FEB - JUNE
TERM: 1987
RATE: 11,500

(removed prior to 2/87)
CLOCKS

#/TYPE:
TERM:
RATE: $5,000

YEAR	DAYS	DAILY AVERAGE	TOTAL ATTENDANCE*	RATE	CPM
1983	100	9699	969,935	Combined rate	
1984	102	10,623	1,083,551	15,500 for G. Gate	
1985	100		1,007,485	& Bay Meadows	
1986	100	7,281 (LIVE) 4,569 (ITW)	1,187,060	"	
1987	101 ~~100~~	12,773	1,290,073	11,500	
1988	111	6,890	764,752 + 686,491 ITW	12,100	15.9
1989 Jan 25 - June 25	110			11,500	
1990					

PROGRAM MATERIALS TO:
See above

MERCHANDISING (PM)
PACK RACK:
VENO ROOF:

CLOCK MATERIALS TO:

20408804449

* Includes Tanforan Meet @ Golden Gate Fields

Source: https://www.industrydocuments.ucsf.edu/docs/lswm0004